

This survey has been designed to transfer smoothly to QA's CATI system, and looks slightly different to a conventional survey. The questions themselves are the same, but are simply presented differently. The explanation below should help, but please do contact your contact at QA if you are unsure.

All questions, (including prompts for interviewers/respondents e.g. 'Tick all that apply') are formatted with the 'Question' style in blue.

All responses are listed and formatted using the 'Response' style in red.

Questions followed by a blank line are an open-ended or numeric question.

Instructions (i.e. routing instructions) are formatted using the 'Instruction' style in italic. Rating questions are simply listed with the scale listed first followed by the responses and formatted using the 'Response' style.

**Good morning/ afternoon. My name is XXXX and I'm calling from Qa Research, an independent social research company. We have been commissioned by Transport for London and Steer to carry out research into how travel and transport issues in east/ southeast London affect local businesses as well as your opinions on the new Silvertown Tunnel, due to open in 2025.**

**The survey also includes questions about access to the labour market, reasons for locating in east/ southeast London, customer locations and supply chain.**

**Who would be the most appropriate person to speak to about this? [Prompt for Owner/ Director/ Manager]**

**INTERVIEWER INSTRUCTION (IF REQUIRED): Silvertown Tunnel is a new river crossing between east/southeast London, due to open in 2025, situated east of the Blackwall Tunnel. The tunnel will connect the Greenwich Peninsular and Silvertown. The crossing will provide new road connectivity and will increase the number of cross-river bus routes. Use of the tunnel will be tolled, and a toll will be applied to the Blackwall Tunnel.**

**The survey should take no longer than 15 minutes to complete. Is now a convenient time to do this?**

**Just to reassure you, this research is carried out according to the Market Research Society's Code of Conduct and is being undertaken by Qa Research and our partners Steer consultants who will collect and analyse the data. All information will be processed in accordance with the General Data Protection Regulations (GDPR). That means your responses will be confidential and the call will be recorded for quality purposes. Is that ok?**

If you would like to see the Privacy Notice that covers this research, I can email this over to you.

## SCREENERS

**S1a. We have your business as being located in [IMPORT LONDON BOROUGH FROM DATABASE]. Is this correct?**

**IMPORT LONDON BOROUGH FROM DATABASE  
SINGLECODE**

Yes

No

**IF 'No' ASK S1b. IF 'Yes' GO TO S2**

**S1b. Which London Borough is your business located?**

**SINGLECODE**

Hackney

Tower Hamlets

Newham

Redbridge

Barking & Dagenham

Waltham Forest

Southwark

Lewisham

Greenwich

Somewhere else

**IF 'Somewhere else' SELECED AT S1b, THANK & CLOSE. ALL OTHERS GO TO S2**

**S2. In which sector does your business operate?**

**SINGLECODE**

Primary/ manufacturing

Construction

Transport, retail, distribution

Services – public sector

Services – private sector – Information and communication

Services – private sector – Financial and insurance, and Professional, scientific and technical

Services – private sector – Administrative and support services

Services – private sector – Other

**Open response**

**S3. How many people currently work for the organisation as a whole (across all sites)? PROMPT FOR BEST GUESS**

**NUMERICAL RESPONSE**

Don't know

**SINGLECODE**

**S4. How many people regularly work on this site on an average week day?  
(include contractors) PROMPT FOR BEST GUESS**

**NUMERICAL RESPONSE**

## **LABOUR MARKET**

**Q1a. In the last year, has the number of people working on site changed?**

**SINGLECODE**

- Increased
- Decreased
- No change
- Don't know
- Prefer not to say

**IF 'Increased' OR 'Decreased' ASK Q1b. ALL OTHERS GO TO Q2**

**Q1b. Approximately by what percentage has it increased/decreased  
?**

**SINGLECODE**

- More than 50%
- Between 26-50%
- Between 11-25%
- By up to 10%
- Don't know
- Prefer not to say

**Q2. In the last year have you been recruiting staff for this site? READ OUT**

**SINGLECODE**

- Yes, currently
- Yes, in the last year
- No

**IF 'Yes, currently' OR 'Yes, in the last year' ASK Q3. IF 'No' GO TO Q6**

**Q3. How many roles have you tried to fill (both successful &  
unsuccessful)?**

**NUMERICAL RESPONSE**

**Q4. How easy has it been to recruit for positions at this site? On a scale of  
1-6 with 1 being not easy & 6 being very easy. READ OUT**

**SINGLECODE**

- 1-Not easy
- 2
- 3
- 4
- 5
- 6-Very easy
- Don't know

**ASK Q5 IF ANSWERED 1, 2 OR 3 AT Q4. OTHERWISE ROUTE TO Q6**

**Q5. What do you see as the main reason for any difficulty filling positions at this site? DO NOT PROMPT**

**SINGLECODE**

Difficult to get staff to travel this side of the river

Poor bus service

Poor road links

Poor rail/Underground/DLR links

Location of business

Type of work/difficult to get the right skills

Poor quality working hours

Antisocial hours

Applicants seeking part-time work

Do not advertise enough

Low salaries

'Benefits trap'

Coronavirus pandemic

Other (please specify)

**OPEN RESPONSE**

## **LOCATION**

**Q6. What are the main benefits of being located at this site?**

**DO NOT READ OUT**

**MULTICODE**

**SITE**

Affordability of premises

Security of lease

Anticipated uplift in land values

Quality/suitability of premises

Proximity to suppliers

Proximity to customers/clients

Proximity to others in the sector

Size of premises

**ACCESSIBILITY**

Ease of access by road

Ease of access by rail

Ease of access by active modes

Ease of transport/haulage

Proximity to river crossings

**STAFF**

Availability of skills

Affordable housing for staff

Accessible to staff

**OTHER**

Always been here

Other (please specify)

**OPEN RESPONSE**

**Q7. And of those, which is the main benefit of being located at this site?**

**SINGLECODE**

**IMPORT OPTIONS SELECTED AT Q6**

**Q8. What are the main drawbacks of being located at this site? DO NOT READ OUT.**

**MULTICODE**

**SITE**

Affordability of premises

Security of lease

Anticipated uplift in land values

Quality/suitability of premises

Proximity to suppliers

Proximity to customers/clients

Proximity to others in the sector

Size of premises

Crime

**ACCESSIBILITY**

Difficulty of access by road

Difficulty of access by rail

Difficulty of access by cycle or on foot

Difficulty of transport/haulage

Lack of river crossings

Congestion

Remote from markets

**STAFF**

Difficulty recruiting

Difficult to attract staff because of location

Difficult to retain staff because of location

Lack of affordable housing

**OTHER**

Always been here

Other (please specify)

**OPEN RESPONSE**

**Q9. As a percentage, what proportion of visitors/customers do you estimate travel to these premises by car, van or bus?**

**MULTICODE**

**TOTAL TO ADD UP TO 100%**

Car

**NUMERICAL RESPONSE**

Van

**NUMERICAL RESPONSE**

Bus

**NUMERICAL RESPONSE**

No visitors

**SINGLECODE**

Don't know

**SINGLECODE**

**Q10. As a percentage, approximately what proportion of visitors/customers who travel by car, van or bus travel from across the river in east/southeast London to get to this site?**

**NUMERICAL RESPONSE AS PERCENTAGE**

Don't know

**SINGLECODE**

**Q11. As a percentage, what proportion of staff business trips from this site do you estimate are made by car, van, bus, walk or cycle? READ OUT**

**MULTICODE**

**TOTAL TO ADD UP TO 100%**

Car

**NUMERICAL RESPONSE**

Van

**NUMERICAL RESPONSE**

Bus

**NUMERICAL RESPONSE**

Walk

**NUMERICAL RESPONSE**

Cycle

**NUMERICAL RESPONSE**

Not making in-person business trips

**SINGLECODE**

Don't know

**SINGLCODE**

## **FUTURE PLANS**

**Q12. Do you expect your business to move from this site in the next year?**

**SINGLECODE**

Yes

No

Don't know

**ASK Q13 IF 'Yes' AT Q12. OTHERS GO TO Q16**

**Q13. Why do you expect to move?**

**MULTICODE**

Larger premises

Smaller premises

More modern premises  
To be in a more accessible location  
To be closer to customers  
To be closer to suppliers  
To be closer to staff catchment area  
Existing premises being redeveloped  
Other (please specify)

**OPEN RESPONSE**

**Q14. If you expect to relocate, do you expect you will find suitable premises within south/east London?**

**SINGLECODE**

Yes

No

Don't know

**Q15. Why do you say that?**

**OPEN RESPONSE**

## **DELIVERIES & SUPPLY CHAIN**

**Q16. How many deliveries do you receive at this site each week? (frequency)**

**NUMERICAL RESPONSE**

**Q17. Where are your main suppliers located?**

Within east or southeast London

Within Greater London

Southeast England

East of England

Midlands

Elsewhere in UK

Continental Europe

Other

**Open response**

**Q18. What, if any, problems do you experience with deliveries to this site?**

**DO NOT READ OUT**

**MULTICODE**

**SITE RELATED**

Parking

Volume of goods

Localised access issues at the site

Location of clients or customers

**TRAFFIC RELATED**

Congestion locally

Congestion more widely  
Delays on road network due to incidents  
Crossing the River Thames  
Poor traffic management (e.g. traffic lights)  
Scheduling deliveries to avoid peak hours (congestion)

#### **COST RELATED**

Cost of haulage  
Central London congestion charge  
Ultra Low Emission Zone charge  
Other road charges e.g. Dartford

#### **VEHICLE RELATED**

Weight limits/restrictions  
Height limits/restrictions

#### **BUSINESS RELATED**

Export or import factors  
Proximity to suppliers  
Reliability of suppliers  
Reliability of hauliers

#### **STAFF RELATED**

Availability of labour  
Other labour factors (quality, reliability)

#### **OTHER**

Other (please specify)

#### **OPEN RESPONSE**

Do not experience problems with delivery

#### **SINGLECODE**

**Q19. How many goods-out/deliveries leave your site each week?  
(frequency)**

#### **NUMERICAL RESPONSE**

Don't know

#### **SINGLECODE**

### **CUSTOMER & BUSINESS TRAVEL**

**Q20. How important are the following to your business at this site?**

**Please give your answer on a scale of 1-3 where 1 is not important, 2 is slightly important & 3 is very important. READ OUT**

- 1-Not important
- 2-Slightly important
- 3-Very important
- 4-Don't know

#### **LOOP**

Ease of access by customers/clients  
Ease of access to markets for goods-out or business travel



**Q21. Where are your main customers/clients located?**

Within east or southeast London

Within Greater London

Southeast England

East of England

Midlands

Elsewhere in UK

Continental Europe

Other

*Open response*

**Q22. Approximately how many customers/clients visit your site each week?**

**NUMERICAL RESPONSE**

Don't know

**SINGLECODE**

**Q23. Approximately how many business trips depart from your site each week? (Where business trip is a journey made by a member of staff during working hours)**

**NUMERICAL RESPONSE**

Don't know

**SINGLECODE**

**Q24. As a percentage, what proportion of business trips require crossing the Thames in east/southeast London?**

**NUMERICAL RESPONSE AS PERCENTAGE**

Don't know

**SINGLECODE**

**PERCEPTIONS & RIVER CROSSINGS**

**Q25. How important do you consider each of the following Thames crossings for your business (including staff commutes, customer/client access and business travel)?**

**Please use a scale of 1-6 where 1 is not important and 6 is very important.**

**READ OUT**

1-Not important

2

3

4

5

6-Very important

Don't know

**LOOP**

Tower Bridge

Rotherhithe Tunnel  
Blackwall Tunnel  
Woolwich Ferry  
Dartford Crossing  
The future Silvertown Tunnel

**Q26. Which of the following is the most important for travel to your site?**

**SINGLECODE**

Tower Bridge  
Rotherhithe Tunnel  
Blackwall Tunnel  
Woolwich Ferry  
Dartford Crossing  
The future Silvertown Tunnel

**Q27. To what extent does the current number or capacity of river crossings constrain operations or viability of business on your site? READ OUT**

**SINGLECODE**

1-Not at all  
2-A little  
3-Quite a lot  
4-A lot  
Don't know

**Q28. Taking into account any predictable delay from everyday congestion. How predictable do you think journey times currently are for road traffic crossing the River Thames in the Silvertown/Blackwall Tunnel area? READ OUT**

**SINGLECODE**

Very poor (unpredictable)  
Poor  
Average  
Good  
Very good (predictable)  
Don't know

## **SILVERTOWN TUNNEL**

**Silvertown Tunnel is a new river crossing between east/southeast London, due to open in 2025, situated east of the Blackwall Tunnel. The tunnel will connect the Greenwich Peninsular and Silvertown. The crossing will provide new road connectivity and will increase the number of cross-river bus routes. Use of the tunnel will be tolled, and a toll will be applied to the Blackwall Tunnel.**

**Q29. Thinking specifically about the potential impact of the Silvertown Tunnel on your business, how strongly do you agree or disagree with the following statements?**

**Please give your answer on a scale of 1-6, where 1 is strongly disagree and 6 is strongly agree. READ OUT**

1-Strongly disagree

2

3

4

5

6-Strongly agree

Don't know

**LOOP**

The current crossing options are adequate and there is no need to further increase journey opportunities

Unpredictable journey times for crossing the river are a significant cause of operational difficulties at present

New bus routes through the tunnel will make it easier for staff to travel to work

My business is not greatly influenced by cross-river traffic so it would have little impact

We are happy to pay a toll in line with the Dartford Crossing, if journey times are more reliable

The charges should have smartcard payment options to reduce delays for freight

We would look to alternative routes to avoid the crossing charges, even if it means longer journeys and greater distance travelled

## **FURTHER RESEARCH**

**Q30. We may wish to carry out some research in future with businesses that have taken part in this survey to discuss some of the issues covered in more detail. Would you be willing to be contacted to take part in future research?**

**You will only be contacted to be invited to take part in further research and for no other reason.**

**SINGLECODE**

Yes

No

**Q31. Please may I collect some contact details?**

**IMPORT AVAILABLE INFORMATION FROM DATABASE**

Full name

**OPEN RESPONSE**

Business name

**OPEN RESPONSE**

**Contact number**

**OPEN RESPONSE**

**Email address**

**OPEN RESPONSE**

**DO NOT FORCE RESPONSE FOR EMAIL**

**THANK & CLOSE**